

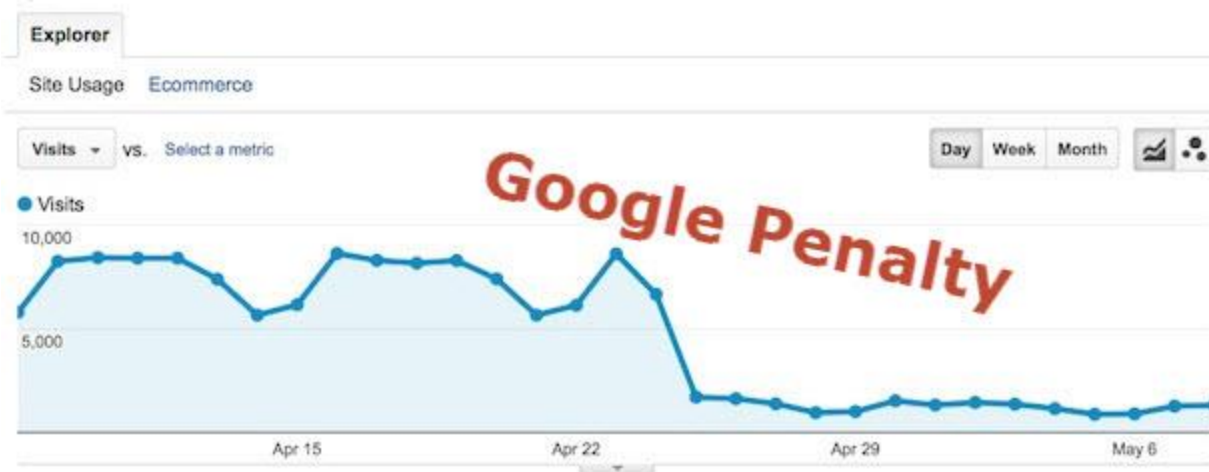
How to Climb to the Top of the Search Results



Eyeflow Internet Marketing

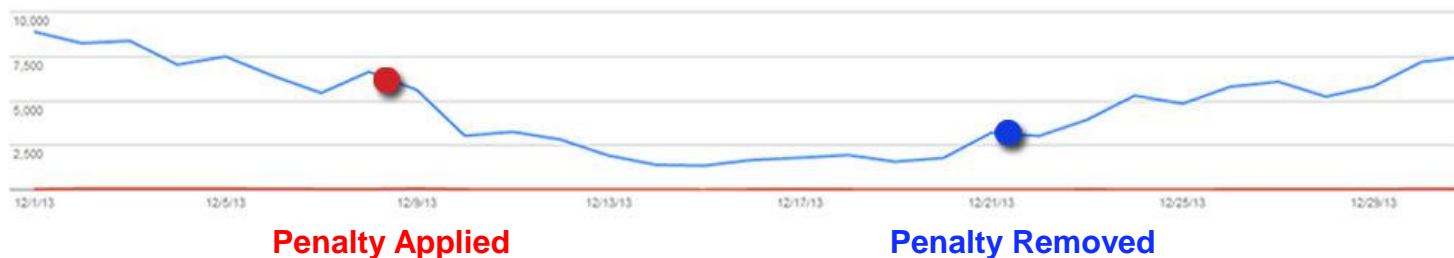
What Google Doesn't Want

- **Little or no original content** – “Google will take action against domains that try to rank more highly by just showing scraped or other cookie-cutter pages that don't add substantial value to users.- Google
- **Link Schemes** – “links that weren't editorially placed or vouched for by the site's owner on a page” – Google

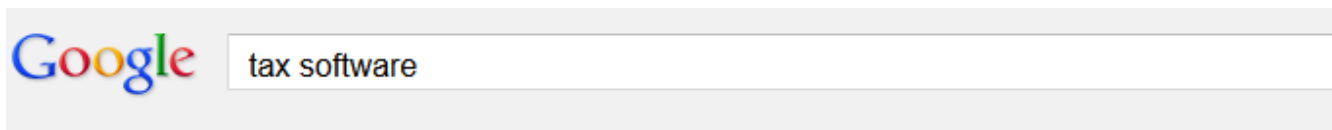


What Google Does Want

- **Quality Content** – “Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do.” – Google
- **Natural Links** – “If your pages contain useful information, their content will attract many visitors and entice webmasters to link to your site.” - Google



How Are Successful Sites Doing This?



Web Images Maps Shopping Applications More Search tools

About 129,000,000 results (0.19 seconds)

[TurboTax® Tax Preparation Software, FREE Tax Filing, Efile Taxes ...](#)
turbotax.intuit.com/

TurboTax is the #1-rated, best-selling **tax software**. Free Edition includes free IRS efile. Easily prepare your tax return and file income taxes online. Choose Easy.

[Tax Calculators & Tips](#) - [Support](#) - [Free federal tax filing](#) - [Small Business Taxes](#)



*They Start off With an
Effective Site...*

SEO Fundamentals in Place

✓ Title TurboTax® Tax Preparation Software, FREE Tax Filing, Efile Taxes, Income Tax Returns
Length: 84 character(s)

✓ Description TurboTax is the #1-rated, best-selling tax software. Free Edition includes free IRS efile. Easily prepare your tax return and file income taxes online.
Length: 152 character(s)

✓ Headings

H1	H2	H3	H4	H5
2	6	2	25	16

<H1> Your taxes done right
<H1> It's not too late to file and get your taxes done right
<H2> Get your maximum tax refund, guaranteed

Show more

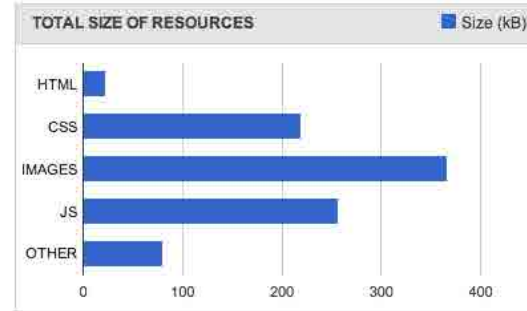
Keywords Cloud

tax 107 turbotax 51 refund 31 deductions 24 schedule 21
taxes 19 income 18 products 18 start 18 returns 17

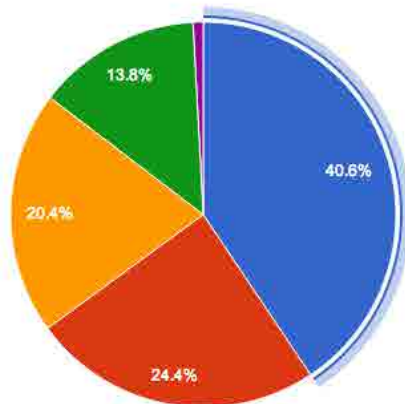
Loads Quickly



PAGE STATISTICS	VALUE
Last Checked	Sep 28
Number of Hosts	6
Total Request Bytes	4130
Total Resources	40
JavaScript Resources	15
CSS Resources	8



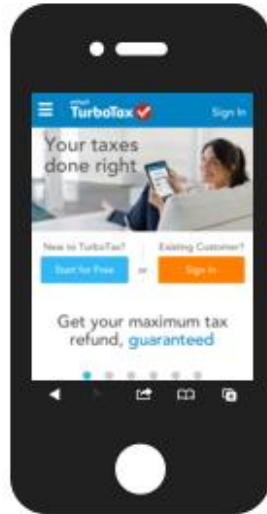
OPPORTUNITIES FOR IMPROVEMENT (Click for detailed report)



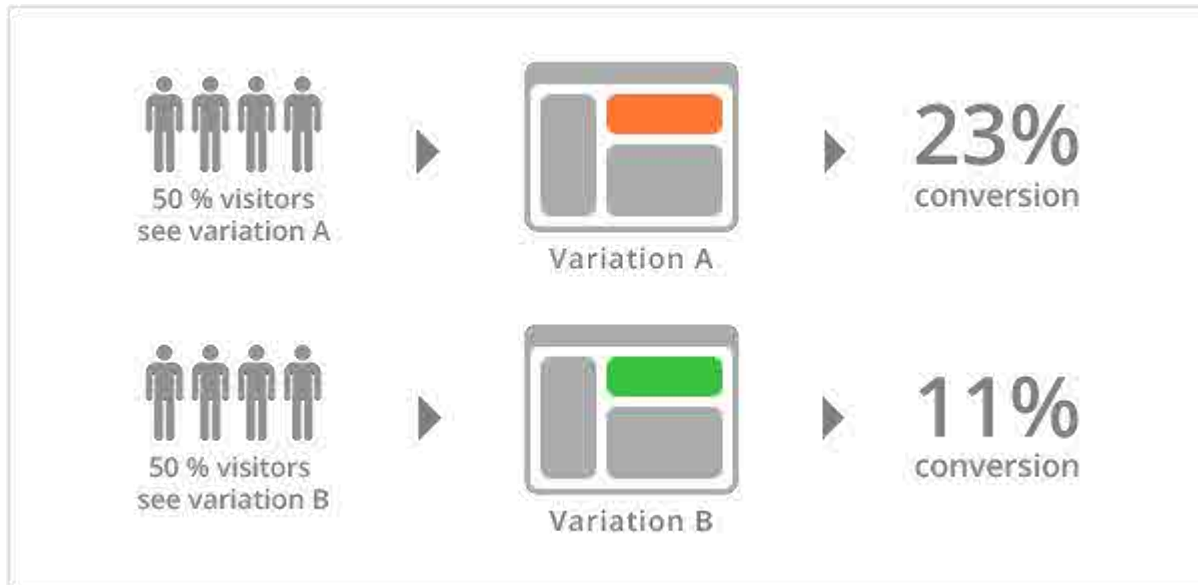
INSIGHTS KEY

- Leverage browser caching
- Eliminate render-blocking JavaScript and CSS in above-
- Optimize images
- Reduce server response time
- Minify CSS

Works on Multiple Devices



Good User Experience



Tracks Performance

Website Views



Traffic Types



Stats

TOTAL VISITS
+1.6%
123,150 vs 123,043

PAGE VIEWS
-0.7%
248,153 vs 248,220

PAGES PER VISIT
+5.7%
1.39 vs 1.30

BOUNCE RATE
-2.9%
85.79% vs 86.10%

AVERAGE TIME ON SITE
-1.2%
0:51 vs 0:54

SITE REFERRALS
+13.1%
104,937 vs 97,623

SEARCH REFERRALS
+9.2%
23,341 vs 20,198

*They're Creating Great
Content...*

Blog Posts

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Intuit Small Business Blog

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Marketing
Reap the Promotional Benefits of Co-Marketing
by Jan Fletcher on February 28, 2013
0 comment



SMALL BUSINESS BIG WISHES
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Marketing Money Employees Trends Local Inner Circle

Topics

- Intuit Products
- Online Marketing Toolkit
- Social Media
- Love Our Local Business
- Small Business Employment Index
- Sustainability
- Starting a Business
- Technology
- Infographics



Trends
Avoid These 7 Temptations That May Undermine Your Business
by Jan Fletcher on February 28, 2013
0 comment



Employees
How Gaumenkitzel Ticks Its Customers' Palates
by Jennifer Goforth Gregory on February 27, 2013
0 comment



Marketing
In the Trenches: Serving Different Types of Customers
by Brett Snyder on February 27, 2013
0 comment

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CRUISING IN A TAX-FREE ZONE

Cruises are famous for their all-inclusive packages, wide variety of activities, and exciting excursions – not to mention the tax-free shopping! Bargain hunting may not be your main reason for booking a cruise, but taking advantage of duty-free deals is a great way to save while spending money on your vacation.

WHO ARE THE CRUISERS?

MORE THAN
10 MILLION
AMERICANS TAKE
CRUISES EACH YEAR



About

20% of U.S. adults have taken a cruise



78%
ARE MARRIED



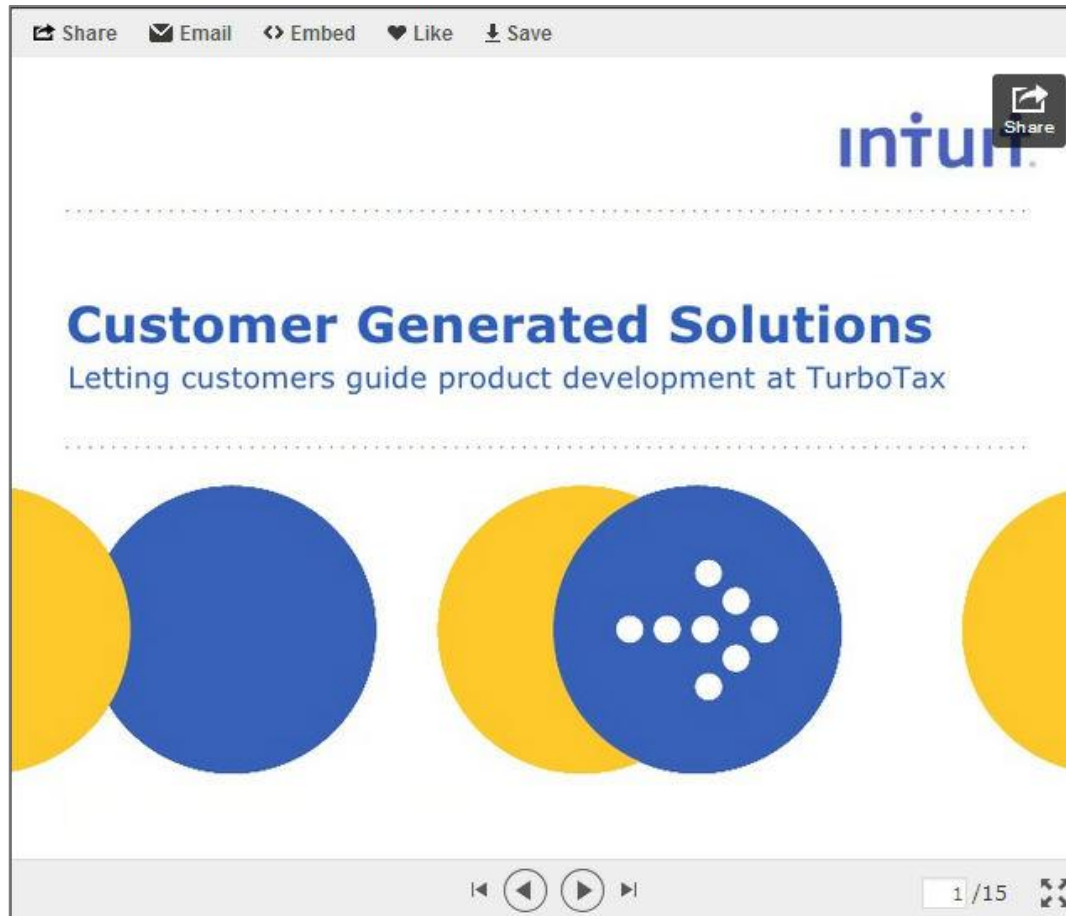
AVERAGE
AGE **46**

3 IN **4** 

have at least a college degree

AVERAGE HOUSEHOLD INCOME OF A CRUISE PASSENGER **\$93,000**

Slide Shows



Share Email Embed Like Save

intuit Share

.....

Customer Generated Solutions

Letting customers guide product development at TurboTax

.....

1 / 15

The screenshot shows a presentation interface. At the top, there is a navigation bar with icons for Share, Email, Embed, Like, and Save. The main content area features the Intuit logo in the top right corner and a 'Share' button. Below the logo, there are two horizontal dotted lines. The main title 'Customer Generated Solutions' is displayed in a large, bold, blue font, followed by the subtitle 'Letting customers guide product development at TurboTax' in a smaller, grey font. Below the text, there is a graphic consisting of four overlapping circles: two yellow circles on the left and right, and two blue circles in the center. The rightmost blue circle contains a cluster of seven white dots. At the bottom of the slide, there is a control bar with navigation arrows (back, forward, first, last) and a progress indicator showing '1 / 15'.

White Papers

QuickBooks Enterprise Solutions is a powerful, easy-to-use financial management system. Growing businesses find QuickBooks Enterprise Solutions advantageous because of its ability to support up to 30 simultaneous users and handle large volumes of data and transactions. Less commonly known is that QuickBooks Enterprise Solutions works with Remote Desktop Services (RDS) to provide even more convenience for larger companies with multiple employees working in QuickBooks.

RDS is a technology that offers an efficient and cost-effective way to provide multiple users access to shared applications and data files. When used with QuickBooks Enterprise Solutions, RDS allows businesses to install QuickBooks on a server where authorized users can access the application at any time, inside or outside of the office—without ever having to install QuickBooks on individual computers. This setup has five major benefits that help businesses save time and money.

What is Remote Desktop Services?

Remote Desktop Services (RDS) is a technology offered by Microsoft, Windows Server 2008 R2 that allows multiple users to access applications, data or virtual desktops located on a central server. This technology was formerly known as "Terminal Services" in Windows Server 2003 and is now one part of a greater set of virtualization technologies offered by RDS.

Intuit has taken advantage of RDS to make it easier for businesses to extend QuickBooks Enterprise Solutions to multiple users. With RDS, administrators only need to install QuickBooks once in order to make it available for use by multiple users on multiple machines. Up to 30 users, depending on the number of QuickBooks licenses purchased, can work with a company data file at the same time, without conflicts or delays.

A user interacts with QuickBooks via RDS the same way as if it were installed locally. Client software on the user's personal computer, called Remote Desktop Connection, allows the user to log in to the server to establish a session. QuickBooks can then be accessed through a web page, icon or an access point within the Start Menu on the user's PC and used remotely. The user's computer displays images of the application from the server and sends back keystrokes and mouse selections to the server where they are processed. Users experience much higher performance levels because they are utilizing the server's available processing capabilities.

Five Reasons Why Businesses Use Remote Desktop Services with QuickBooks Enterprise Solutions

Remote Desktop Services can offer powerful benefits, enabling businesses to maximize the value and performance of their QuickBooks Enterprise Solutions application.

1. Streamline IT Services

RDS simplifies QuickBooks setup and maintenance requirements. To start, system administrators can quickly give users access to QuickBooks by installing and configuring it one time on a server with RDS. Subsequent software updates only need to be performed on one computer as well.

As another benefit, Microsoft and third party developers provide Remote Desktop Connection client software for most operating systems, including Mac OS, Linux and older versions of Windows. This means a business can make use of its existing hardware and operating systems even though QuickBooks Enterprise Solutions is designed to be installed on personal computers running Microsoft Windows XP (Server Pack 2), Windows Vista or Windows 7. As a result, businesses can save on IT infrastructure costs since computer hardware and operating systems will not need to be changed or upgraded as frequently.

Furthermore, complementary applications such as Adobe Acrobat and Microsoft Excel can also be provided on the same server so that users can easily access other applications they need when working with QuickBooks.

"The key benefit of Remote Desktop Services is that there's only one machine to manage for multiple users to access, locally or remotely. The remote aspect is important because everyone needs remote access today. There's no reason to buy workstations that just sit in the office and do one thing. That's just a waste of money. For the cost of three or four workstations, you run how a server."

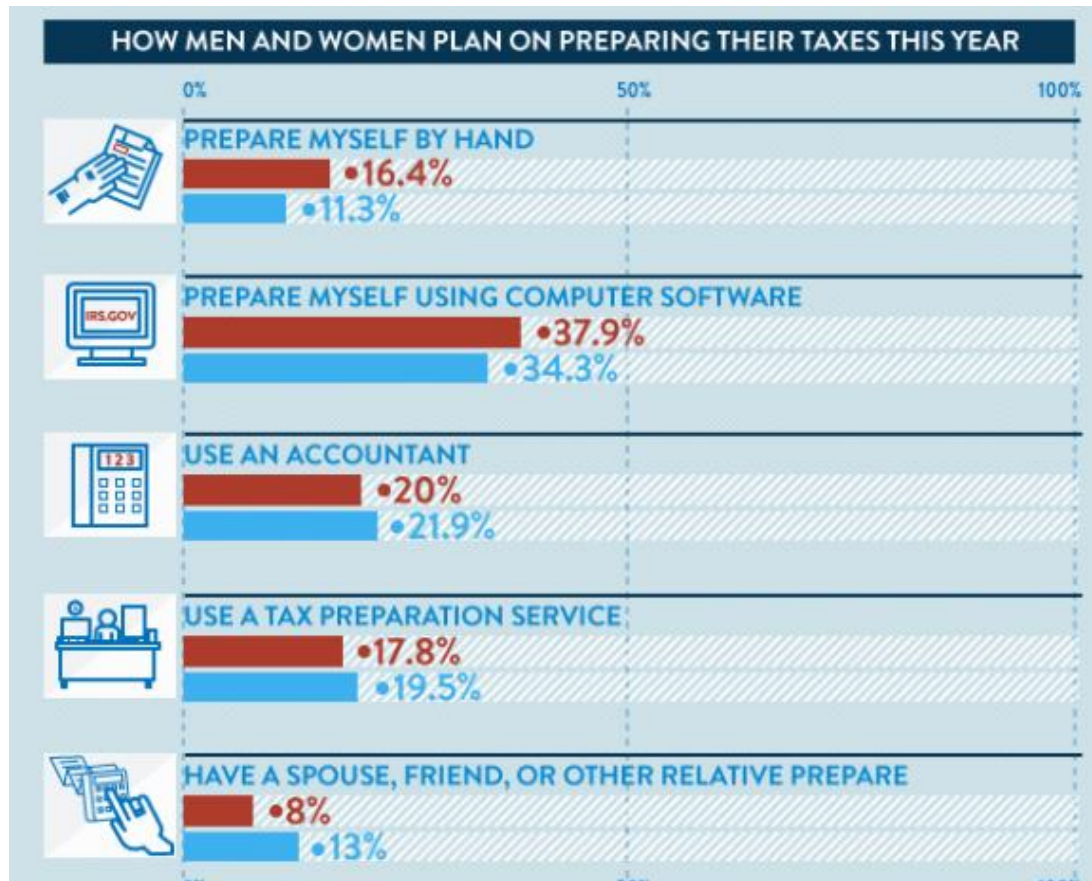
Andrew Adams, Executive Director and Co-founder of Technology In A Box

intuit

Videos



Surveys



*They're Promoting Their
Content...*

Social Networks

 TurboTax shared a link.
June 12

Your vacation can feel like an endless summer if you avoid these travel taxes.



Save on Summer Travel Taxes

oak.ctx.ly

What comes to mind when you think of summer? Sun, beach, relaxing, travel? Very few people equate summertime with taxes, but you'll be surprised how many taxes you'll pay when you travel this summe...

 TurboTax @turbotax · Jun 18

5 things newlyweds should do now to prepare for next year's #taxes:
tax.sh/1ng4pax #TurboTaxTips





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Pinterest English (US)

All Things Tax
TurboTax
KEEP CALM AND FILE ON
136 Pins
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Healthcare Reform Basics
TurboTax
HOW WILL HEALTH CARE REFORM AFFECT ME?
25 Pins
Follow

Infographics
TurboTax
PENNIES SAVED
Pay Off Bills By Filing Taxes Yourself
99 Pins
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Words to Live (& Save) By
TurboTax
LEARN FROM YESTERDAY, LIVE FOR TODAY, HOPE FOR TOMORROW.
5 Pins
Follow

Deduct This, Credit That
TurboTax
38 Pins
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TurboTax
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8 Pins
Follow

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MISSION 2 MATCH
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-  5 Reasons Why Media Execs Top CEO Pay Lists
-  RadioShack Shares Slump After Reporting Wider 1Q Loss
-  Housing Starts Up Sharply in May; Permits Highest Since 2008

The Tax Center

0 DAYS LEFT

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Celebrity Tax Troubles: What You Can Learn from the Stars

DailyFinance Staff Apr 11th 2014 12:30PM
Updated Apr 21st 2014 4:23PM

April 15 is just around the corner, and you've put off doing your taxes until now, you may want to read up on the [latest tax changes](#) and [last-minute filing tips](#). That's key if you're keen on keeping out of the sights of the Internal Revenue Service. And if you don't, you just might wind up like too many celebrities who thought IRS laws didn't apply to them.



Vince Clements/Alamy

A review of famous names who've made the news in recent years for owing the IRS turns up a few patterns. Tax conflagrations aren't usually the sort of

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- IRA Investment Calculator
- W-4 Withholding Calculator
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- Its Deductible Donation Tracker

They're Newsmorthy

Google

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The company behind TurboTax and Mint wants to take over ...
Washington Post (blog) - by Brian Fung - May 27, 2014

Intuit, the company that already helps us file our taxes and keep track of our money online, is making a play for the mobile bill-paying market.

[How The Maker Of TurboTax Fought Free, Simple Tax Filing](#)



This story was co-produced with NPR. Imagine filing your income taxes in five minutes -- and for free. You'd open up a pre-filled return, see what the government thinks you owe, make any needed changes and be done.

The Huffington Post - 3/27/2013

...they analyze, optimize and repeat

Traffic



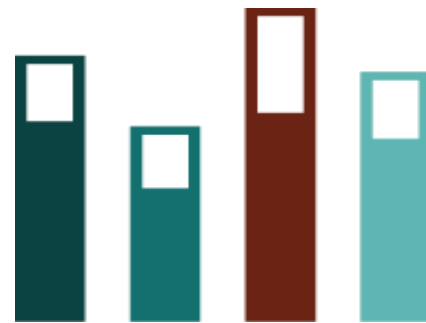
Visibility



Links & Mentions



Goals



*Are you adding value to the
web?*

Thank You!



Eyeflow Internet Marketing